

AI駆動の請求機能を備えた ServiceNow CRM

ブレンダン・オブライエン Aria Systems

ロミット・ゴーシュ ServiceNow



servicenow®

Speakers



ブレンダン・オブライエン

最高イノベーション責任者
Aria Systems



servicenow®

ロミット・ゴーシュ

テレコム&メディア担当プロダクト統括責任者
ServiceNow

カスタマーサービスへの問い合わせ理由第1位は？

請求に関する問題が最多！

全ての問い合わせの内40～60%以上が請求関連

請求に関する問題を迅速に解決するには、
関連データと機能へのスムーズなアクセスが欠かせません

新登場

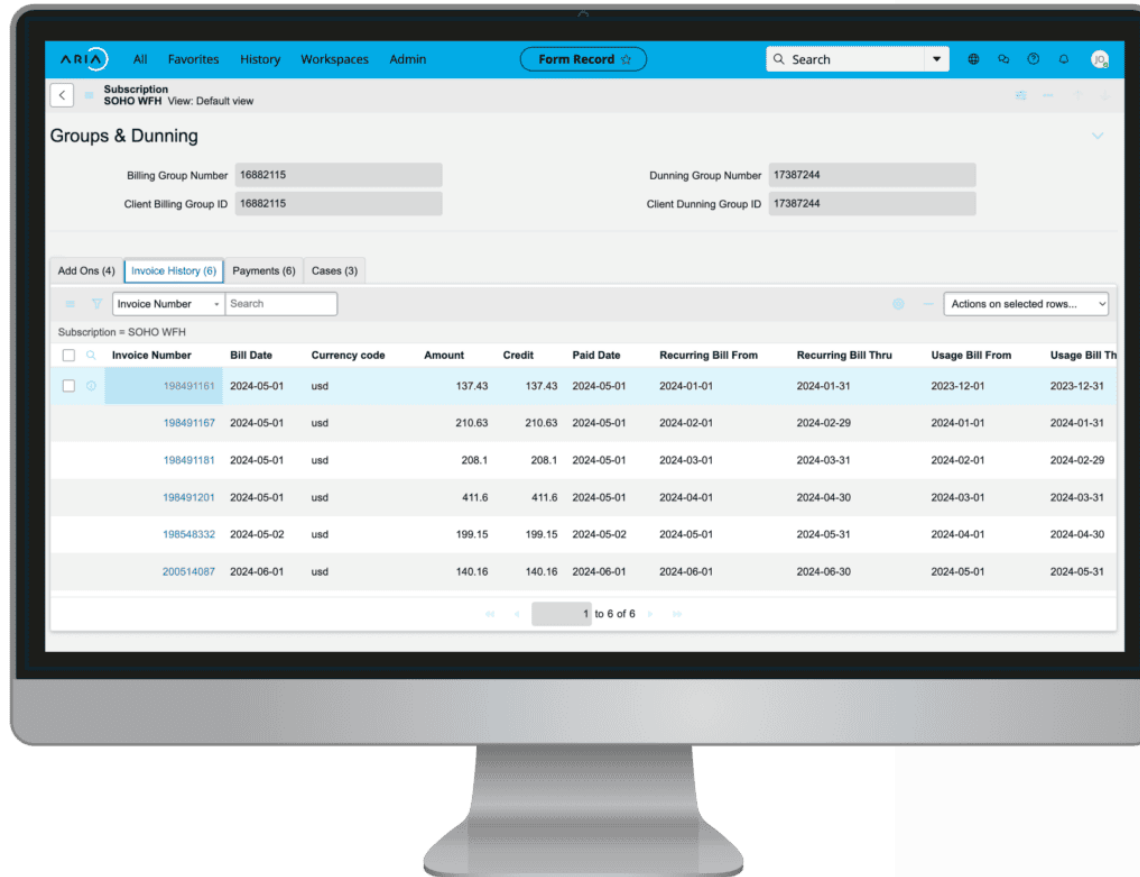
Aria Billing Studio for ServiceNow

成長戦略を支えるServiceNow CRM



Aria Billing Studio for ServiceNow

Aria Billing Cloudの機能をServiceNowに統合し、単一画面での操作を実現します



Aria Billing Studio for ServiceNow

- ServiceNowに最適化されたAriaの無償統合ソリューション
- ServiceNow Storeで提供されている Hub & Spoke型ソリューション
- ServiceNowの一貫性あるシームレスなユーザー体験を損なわずに機能を拡張
- Now Assistを通じて、請求に関する重要なアクションを自動化



ServiceNowで
注文情報を取り込み、
見積書を生成

NetSphere All Favorites History Workspaces Aria Billing Studio

Search

OPTY0001005

Quote Created. View [QT0001004](#)

Account: The Good Bed Co. Contact: John Rosenfeld Sales Cycle Type: Large Enterprise Stage: Prospecting Total: \$0.00

Details Catalog Needs Line Items (1) Competitors Tasks Draft Emails Emails Quotes

Catalog

Select a catalog

All Catalogs

Product selection guide

Aria

All products

Search product display name, code or description

AI Bundle

AIBUNDLE1

AI Bundle with ChatGPT for Business and Snowflake subscriptions

Total \$0.00 1 Add

Compose

Stacked view

Work notes (Private) More

Enter your Work notes (Private) here

Post Work notes (Private)

Activity

Hamish Cummins

Work Notes • 2025-02-19 05:48:03

Opportunity Line Item [OPTYL0001004](#) has been created

Product Offering AI Bundle

Quantity 1

Unit of Measure Each

Show more

Hamish Cummins

Field changes • 2025-02-19 05:47:24

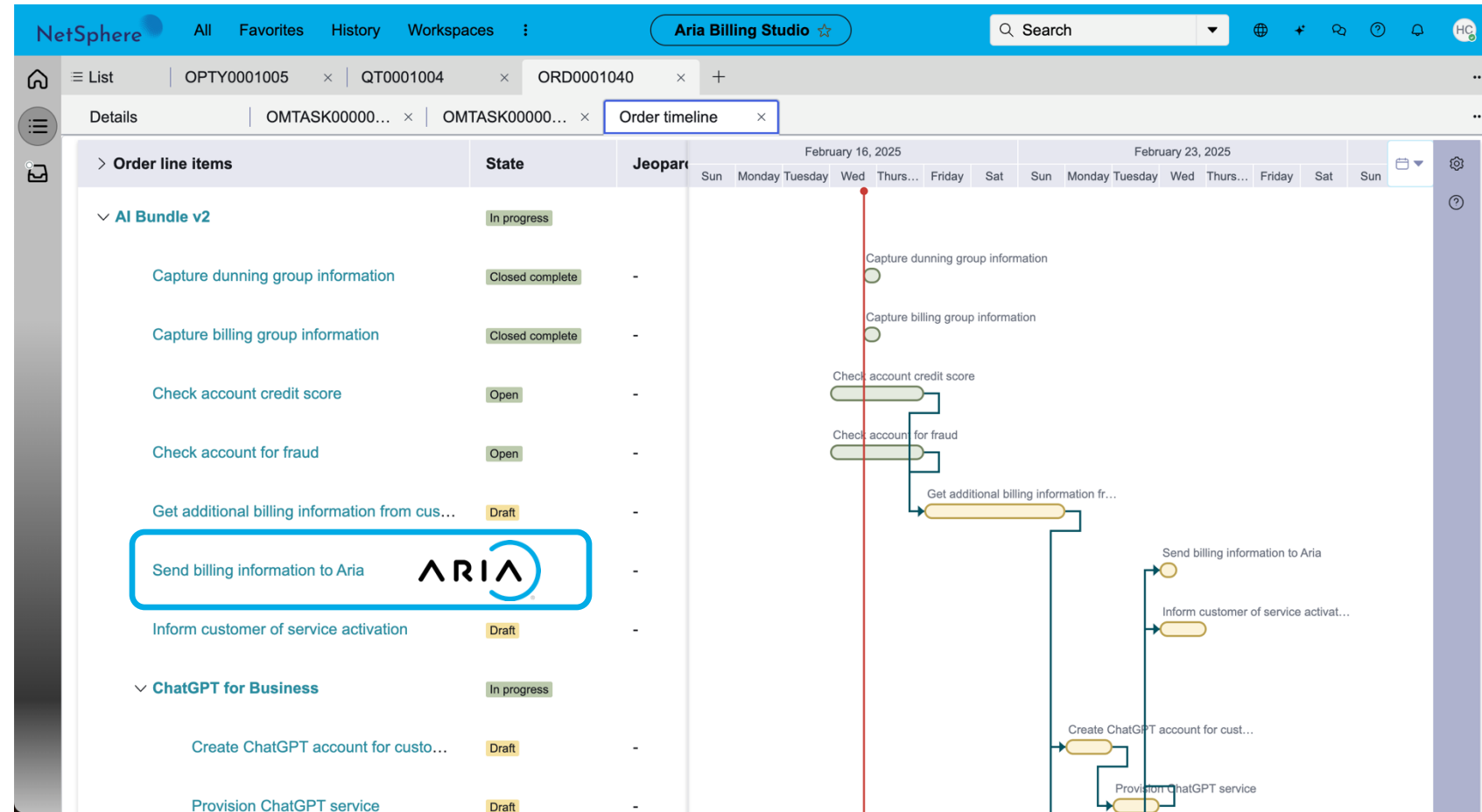
Sales Cycle Large Enterprise

Total On... \$0.00

Price List Default price list



ServiceNowが
注文処理を統括し、
請求情報をAriaに送信





Aria Billing Cloudが 顧客の請求アカウントを 自動生成

ServiceNow
Demo1

Home

Account

Overview

Contracts

Contacts

Coupons

Child Accounts

Account Groups

Transactions

Subscriptions

Notifications

Help

Hamish Cummins

Aria Admin Interface

Account Number : Equals

Type here

Billie

Accounts / 42162 / Overview

John Rosenfeld Active

The Good Bed Co.

Total Account Balance \$32,282.2600 USD Make Payment

Overview

Custom Fields

Payment Methods

Balance

Customer For

Lifetime Revenue

Next Bill Date

Unapplied Service Credits

Subscriptions in Dunning

\$32,282.2600

< 1 Month

\$0.0000

3/19/2025

\$0.0000

0

USD

USD

USD

USD

USD

Subscriptions

Recent Activities

Hierarchy

Name	Units	Balance	In Dunning	Status
> ChatGPT for Business	1	\$32.2600	None	Active
> Snowflake Capacity In Advance	1	\$32,250.0000	None	Active



ServiceNow Demo1

Account Number : Equals

Type here

Invoice Details - 520855

View/Print 20250219_42162_Invoice-520855.html

ARIA

INVOICE
Invoice number: 520855
Date: 2/19/2025
Net 30

The Good Bed Co.
Account number: 42162
Purchase order number:

FROM
ServiceNow Demo1
600 Reed Rd.,
Broomall, PA 19008

BILL TO
The Good Bed Co.
John Rosenfeld
2196 Riverside Drive
Columbus, OH 43221
US

SOLD TO
The Good Bed Co.
John Rosenfeld
2196 Riverside Drive
Columbus, OH 43221
US

YOUR INVOICE SUMMARY

DESCRIPTION

Previous Account Balance

Currency: **USD**

USD 0.0000

Cancel

Print Invoice

Due Date: 3/21/2025
Charge Total: \$32,282.2600 USD
Balance Due: \$32,282.2600 USD

Actions

Characters Remaining 256

Price Per Unit

\$30

契約プランをもとに
Ariaが自動で料金計
と請求書発行を実施



全ての請求データを
ServiceNow上で
可視化

The screenshot displays the ServiceNow NetSphere interface. The top navigation bar includes 'NetSphere', 'All', 'Favorites', 'History', 'Workspaces', 'Admin', and 'Aria Billing Studio'. A search bar is on the right. The left sidebar shows a 'List' view for 'The Good Bed Co.' with a balance of \$32282.26. The main content area is titled 'Subscriptions (2)' and shows a table of subscription data. The table has columns for Client Master Plan Instance ID, Master Plan Instance Description, Updated, Master Plan Number, Master Plan Instance Status, and Master Plan Instance Number. Two rows are visible: one for 'OpenAI-27913-292' (ChatGPT Team Edition) and one for 'SNOW-178291-9201' (Snowflake Capacity In Advance). The bottom of the interface shows pagination: 'Showing 1-2 of 2' and '20 rows per page'.

Client Master Plan Instance ID	Master Plan Instance Description	Updated	Master Plan Number	Master Plan Instance Status	Master Plan Instance Number
OpenAI-27913-292	ChatGPT Team Edition		862	1	8285
SNOW-178291-9201	Snowflake Capacity In Advance		864	1	8287



ServiceNowと
Ariaの連携により、
顧客のあらゆる
活動情報を一元化

NetSphere

AllFavoritesHistoryWorkspacesAdmin

Aria Billing Studio

Search

106 The Good ...

Display Statement

ARIA

INVOICE

Invoice number: 520855
Date: 2/19/2025
Net 30

The Good Bed Co.

Account number: 42162
Purchase order number:

FROM

ServiceNow Demo1
600 Reed Rd.,
Broomall, PA 19008

BILL TO

The Good Bed Co.
John Rosenfeld
2196 Riverside Drive
Columbus, OH 43221
US

SOLD TO

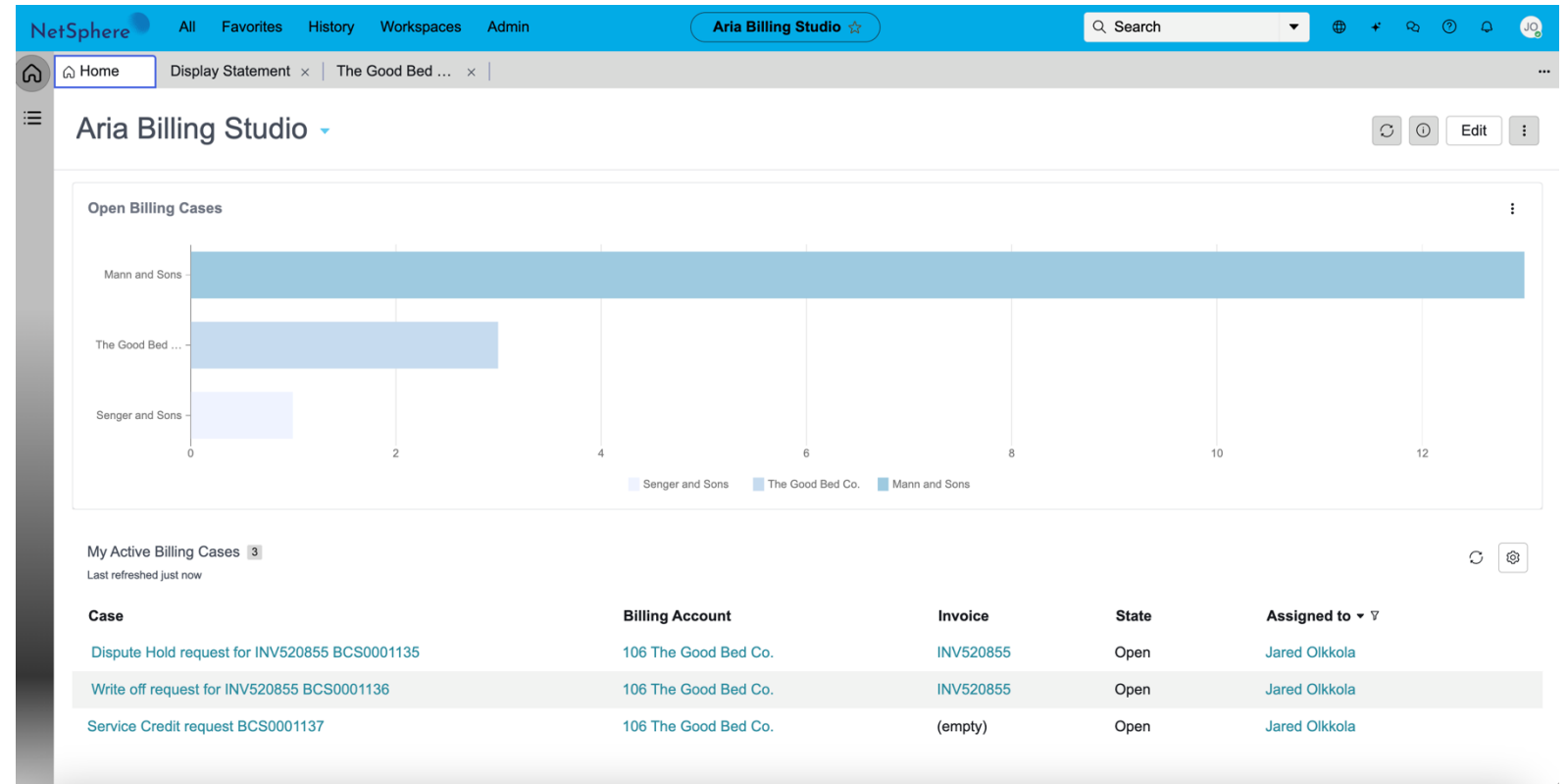
The Good Bed Co.
John Rosenfeld
2196 Riverside Drive
Columbus, OH 43221
US

YOUR INVOICE SUMMARY

DESCRIPTION	Currency: USD
Previous Account Balance	USD 0.0000
Subscriptions and Purchases	
Recurring	30,030.0000
One-time	0.0000
Usage	0.0000
Notes:	Subtotal Tax Invoice Total Adjustments
	30,030.0000 2,252.2600 32,282.2600 0.0000

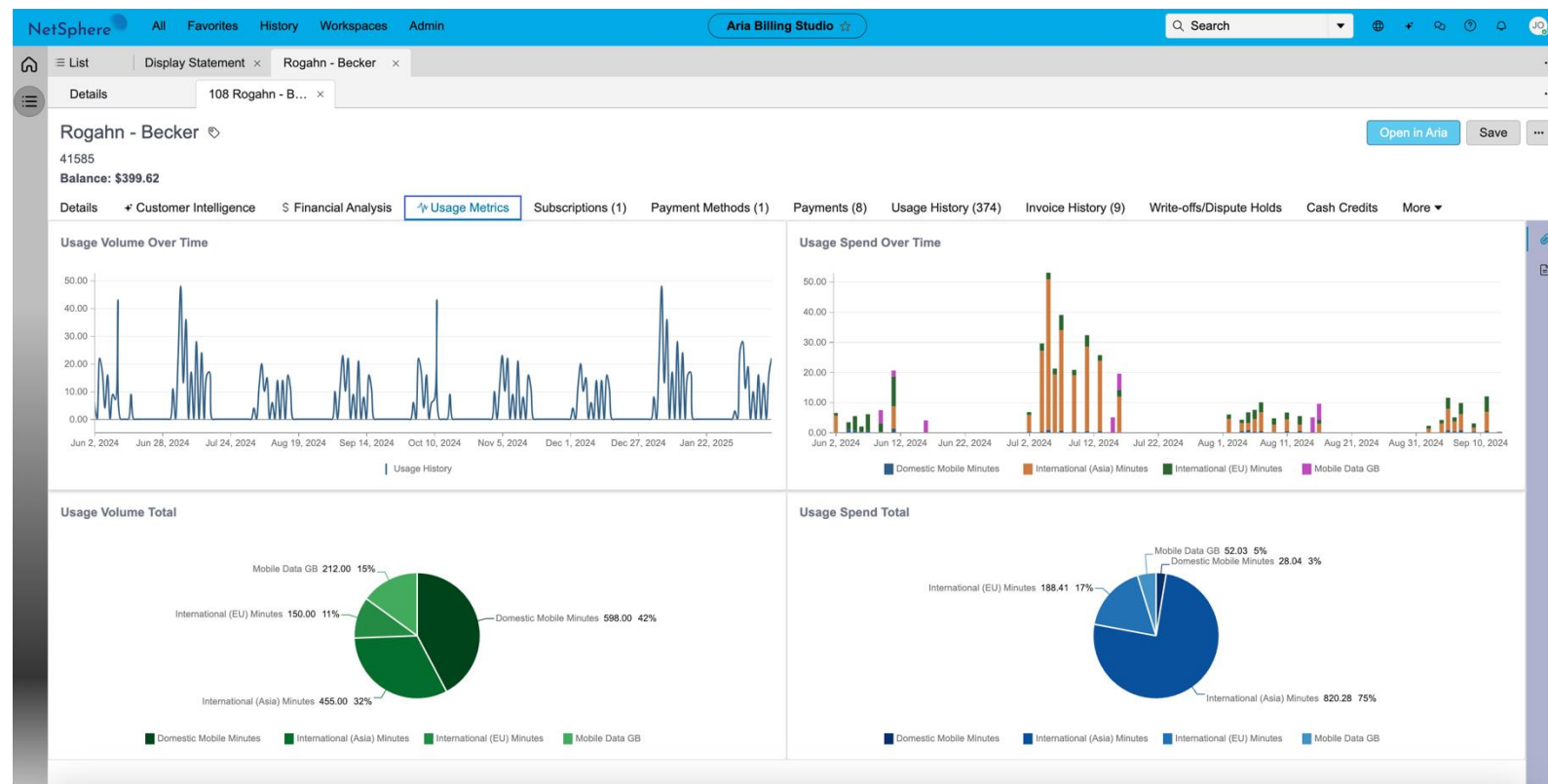


カスタマーサービス担当者
は、**ServiceNow**上で
Ariaを使い請求エラーを
迅速に解決





Aria Billing Studioにより
りカスタマーサービス担当者
は顧客情報や利用データ
に即時アクセスでき、迅速
な対応が可能に





ServiceNow
Demo1

Home

Account

Transactions

Statements

Invoices

Pending Invoices

Open Charges

Refunds

Write-Offs

Credits

Payments

Subscriptions

Notifications

Help

Jared Olkkola

Account Number : Equals

Type here

Billie

Accounts / 41585 / Transactions / Invoices

Rylan Schultz

Active

Rogahn - Becker

Total Account Balance

\$399.6181 USD

Make Payment

Filter by Subscription

View All

Generate Invoice

Invoice	Date	Subscription Period	Invoice Total	Total Paid	Balance Due
517544	2/15/2025	1/31/2025 - 2/27/2025	\$399.6181	\$0.0000	\$399.6181
517543	2/15/2025	12/31/2024 - 1/30/2025	\$194.5710	\$194.5710	\$0.0000
517537	2/15/2025	11/30/2024 - 12/30/2024	\$206.9900	\$206.9900	\$0.0000
517536	2/15/2025	10/31/2024 - 11/29/2024	\$181.1855	\$181.1855	\$0.0000
517535	2/15/2025	9/30/2024 - 10/30/2024	\$205.4300	\$205.4300	\$0.0000
517534	2/15/2025	8/31/2024 - 9/29/2024	\$203.8500	\$203.8500	\$0.0000
517533	2/15/2025	7/31/2024 - 8/30/2024	\$399.6740	\$399.6740	\$0.0000
517532	2/15/2025	6/30/2024 - 7/30/2024	\$190.0200	\$190.0200	\$0.0000
517531	2/15/2025	5/31/2024 - 6/29/2024	\$135.7000	\$135.7000	\$0.0000

ServiceNow上で、
Aria Billing Cloudの
アカウント情報や
請求書の詳細を表示



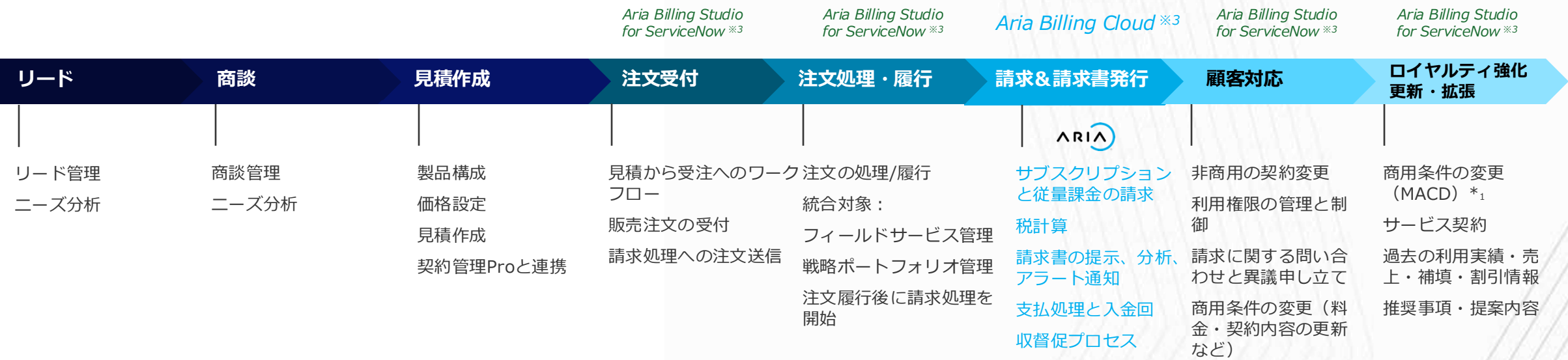
入金処理、保留解除、
返金・クレジット発行と
いった処理を、すべて
ServiceNow上で実行可能

Invoice Number	Bill Date	Currency code	Amount	Credit	Eligible for Dispute	Paid Date	Recurring Bill From	Recurring Bill Thru	Usage Bill From	Usage Bill Thru
517531	2025-02-15	usd	\$135.70	\$135.70	false	2025-02-15	2024-06-01	2024-06-30	2024-05-01	
517532	2025-02-15	usd	\$190.02	\$190.02	false	2025-02-15	2024-07-01	2024-07-31	2024-06-01	2024-06-30
517533	2025-02-15	usd	\$399.674	\$399.674	false	2025-02-15	2024-08-01	2024-08-31	2024-07-01	2024-07-31
517534	2025-02-15	usd	\$203.85	\$203.85	false	2025-02-15	2024-09-01	2024-09-30	2024-08-01	2024-08-31
517535	2025-02-15	usd	\$205.43	\$205.43	false	2025-02-15	2024-10-01	2024-10-31	2024-09-01	2024-09-30
517536	2025-02-15	usd	\$181.1855	\$181.1855	false	2025-02-15	2024-11-01	2024-11-30	2024-10-01	2024-10-31
517537	2025-02-15	usd	\$206.99	\$206.99	false	2025-02-15	2024-12-01	2024-12-31	2024-11-01	2024-11-30
517543	2025-02-15	usd	\$194.571	\$194.571	false	2025-02-15	2025-01-01	2025-01-31	2024-12-01	2024-12-31
517544	2025-02-15	usd	\$399.6181	\$0.00	true		2025-02-01	2025-02-28	2025-01-01	2025-01-31

ServiceNowのSOM・CSMとAria Billing Cloudの統合



リードからキャッシュ、カスタマーケアまでの一連のプロセスを最適化し、収益と顧客体験を向上



商用・価格・技術カタログ

Customer Service Management（CSM）：によるオムニチャネル対応のサービス／サポート

*1 Move、Add、Change、Disconnect（移設・追加・変更・解約） *2 CSM（Customer Service Management）は、SalesおよびOrder Managementの前提条件です
*3 Aria Billing Cloudは、ServiceNowとは別ライセンス・別売です *4 Aria Billing Cloudは、ServiceNowとは別ライセンス・別売です

AIとNow Assistは、
これをどのように進化させるのでしょうか？

サービステストと 修理対応エージェント

通信業界の担当者は、Wi-Fiやインターネットの問題を解決するために、繰り返し同じ手順を踏むことがよくあります。このシナリオでは、その手順をAIエージェントが自律的に実行できるようになった様子を紹介します。

仕組み

How it Works

AIオーケストレーターが、以下の専門エージェントを統率して対応を自動化します：

1. **原因の特定**—請求ミス、重複、広域障害などの可能性を排除
2. **スマートな質問フローの実行**—必要な診断テストを判断するための質問を展開
3. **診断テストの実施**—適切なチェック項目を自動で実行
4. **修復アクションの実行**—結果を分析し、必要に応じて修復作業をトリガー



AI エージェント
オーケストレーター

エージェントチーム

アクション



サービス解決プランナー

関連するナレッジ記事を提案し、顧客のインベントリが有効かどうかを確認します



請求支払チェッカー

未払いのチェックや支払方法の更新を行います



予備診断

類似の対応事例を表示し、解決プランを作成します。次に実施すべきテストを判断するため、ナレッジ記事から構造化された質問を提示します



オンデマンドテスト

製品仕様またはモデルに基づいて、実行可能なテストを表示・実施します



リペアエージェント

複数のチームが対応できるよう、修理タスクを作成します

請求エラーの修正対応



仕組み

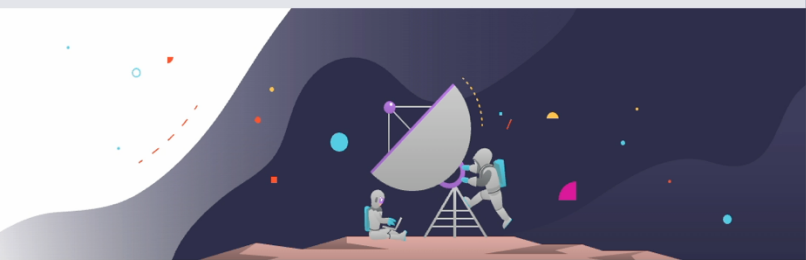
How it works

請求に関する問い合わせを処理し、請求書を分析。異議申し立てへの対応、アップセル／クロスセルの提案、使用量の急増を事前に検知して“ビルショック”を未然に防ぎます。





P1 - ケース分析をリクエスト



Important items

Check these metrics to see the most important items to work on.

🕒 High-priority cases

11

⌚ SLA breached or due to...

0

🕒 Cases not updated in >...

11

🕒 Case tasks

0

🕒 Unassigned cases

0

Cases

Track your active cases and the cases your team is working on.

My active cases 12

Last refreshed just now

Number	Short description	Account	Priority	State	Updated
INVCS0001037	Inv dispute	Flash Telecom	● 4 - Low	Draft	2025-04-08 02:46:03
INVCS0001015	high bill	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:59:04
INVCS0001001	High invoice dispute	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:40:55
INVCS0001014		Flash Telecom	● 4 - Low	Draft	2025-04-01 05:04:32

INVCS0001037 - Help ...

Answers generated by AI. Review for accuracy.

Hey, we've looked into the case details, and here's the primary account information for you:

- Account Name: Flash Telecom
- Account Number: FT0010001

Reviewing the details



P2 – アカウント情報を確認

Important items

Check these metrics to see the most important items to work on.

🕒 High-priority cases

11

⌵ SLA breached or due to...

0

🕒 Cases not updated in >...

11

🕒 Case tasks

0

🕒 Unassigned cases

0

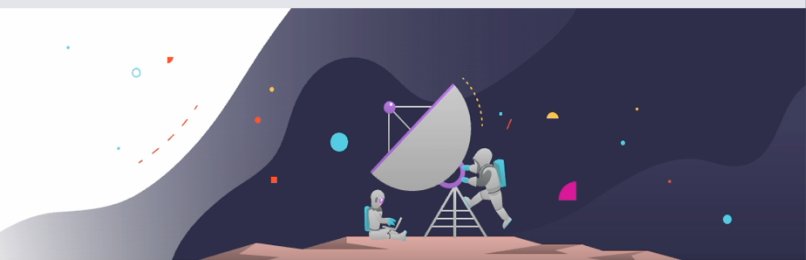
Cases

Track your active cases and the cases your team is working on.

My active cases 12

Last refreshed 2m ago

Number	Short description	Account	Priority	State	Updated
INVCS0001037	Inv dispute	Flash Telecom	● 4 - Low	Draft	2025-04-08 02:46:03
INVCS0001015	high bill	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:59:04
INVCS0001001	High invoice dispute	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:40:55
INVCS0001014		Flash Telecom	● 4 - Low	Draft	2025-04-01 05:04:32



Answers generated by AI. Review for accuracy.

Hey, we've looked into the case details, and here's the primary account information for you:

- Account Name: Flash Telecom
- Account Number: FT0010001

1 minute ago

Just accessed your account details, and your billing information is right here—take a look below!

- Billing Account Number: 27045400
- Master Plan Instance Number: 48477095
- Master Plan Instance Description: Business Internet + Cellphone PI0001061

Finding the best way to help



P3 - 該当する請求書を特定



Important items

Check these metrics to see the most important items to work on.

🕒 High-priority cases

11

⌚ SLA breached or due to...

0

🕒 Cases not updated in >...

11

🕒 Case tasks

0

🕒 Unassigned cases

0

Cases

Track your active cases and the cases your team is working on.

My active cases 12

Last refreshed 2m ago

Number	Short description	Account	Priority	State	Updated
INVCS0001037	Inv dispute	Flash Telecom	4 - Low	Draft	2025-04-08 02:46:03
INVCS0001015	high bill	Flash Telecom	4 - Low	Draft	2025-04-03 00:59:04
INVCS0001001	High invoice dispute	Flash Telecom	4 - Low	Draft	2025-04-03 00:40:55
INVCS0001014		Flash Telecom	4 - Low	Draft	2025-04-01 05:04:32

INVCS0001037 - Help ... 25

Answers generated by AI. Review for accuracy.

Hey, we've looked into the case details, and here's the primary account information for you:

- Account Name: Flash Telecom
- Account Number: FT0010001

2 minutes ago

Just accessed your account details, and your billing information is right here—take a look below!

- Billing Account Number: 27045400
- Master Plan Instance Number: 48477095
- Master Plan Instance Description: Business Internet + Cellphone PI0001061

1 minute ago

We're currently looking into your billing inquiry INVCS0001037. We're working on getting this resolved for you.

Synthesizing the information ...



P4 – 請求内容进行分析



Important items

Check these metrics to see the most important items to work on.

🕒 High-priority cases

11

⌚ SLA breached or due to...

0

🕒 Cases not updated in >...

11

🕒 Case tasks

0

🕒 Unassigned cases

0

Cases

Track your active cases and the cases your team is working on.

My active cases 12

Last refreshed 4m ago

🔄

Number	Short description	Account	Priority	State	Updated
INVCS0001037	Inv dispute	Flash Telecom	● 4 - Low	Draft	2025-04-08 02:46:03
INVCS0001015	high bill	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:59:04
INVCS0001001	High invoice dispute	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:40:55
INVCS0001014		Flash Telecom	● 4 - Low	Draft	2025-04-01 05:04:32

INVCS0001037 - Help ... 25

There is an outstanding payment for the latest invoice 254547361 with a due date of 2025-02-28.

- Here are the details of the latest invoice:
- Service Name: Mobile Data GB
 - Description: Mobile Data GB (10 gigabytes @ \$0)
 - Amount: \$0
 - Service Name: Mobile Data GB
 - Description: Mobile Data GB (18.847 gigabytes @ \$1)
 - Amount: \$14.35
 - Service Name: International Roaming Calls from EU
 - Description: International Roaming Calls from EU (93 minutes @ \$2.75)
 - Amount: \$255.73
 - Service Name: Domestic Minutes
 - Description: Domestic Minutes (9.91 minutes @ \$.05)
 - Amount: \$0.5
 - Service Name: International Calls to Asia
 - Description: International Calls to Asia (6.56 minutes @ \$1.79)
 - Amount: \$11.75

View less

Reviewing the details



P5 - 最適なプランを提案

Important items

Check these metrics to see the most important items to work on.

🕒 High-priority cases

11

⌚ SLA breached or due to...

0

🕒 Cases not updated in >...

11

🕒 Case tasks

0

🕒 Unassigned cases

0

Cases

Track your active cases and the cases your team is working on.

My active cases 12

Last refreshed 6m ago

Number	Short description	Account	Priority	State	Updated
INVC0001037	Inv dispute	Flash Telecom	4 - Low	Draft	2025-04-08 02:46:03
INVC0001015	high bill	Flash Telecom	4 - Low	Draft	2025-04-03 00:59:04
INVC0001001	High invoice dispute	Flash Telecom	4 - Low	Draft	2025-04-03 00:40:55
INVC0001014		Flash Telecom	4 - Low	Draft	2025-04-01 05:04:32

INVOICE:

- Service Name: Mobile Data GB
 - Description: Mobile Data GB (10 gigabytes @ \$0)
 - Amount: \$0
- Service Name: Mobile Data GB
 - Description: Mobile Data GB (18.847 gigabytes @ \$1)
 - Amount: \$14.35
- Service Name: International Roaming Calls from EU
 - Description: International Roaming Calls from EU (93 minutes @ \$2.75)
 - Amount: \$255.73
- Service Name: Domestic Minutes
 - Description: Domestic Minutes (9.91 minutes @ \$.05)
 - Amount: \$0.5
- Service Name: International Calls to Asia
 - Description: International Calls to Asia (6.56 minutes @ \$1.79)
 - Amount: \$11.75

[View less](#)

2 minutes ago

The high amount line item from the current invoice is 'International Roaming Calls from EU'. This could have caused the high bill amount.

Still processing this request



P6 - アクションの実行



Important items

Check these metrics to see the most important items to work on.

🕒 High-priority cases

11

⋮

SLA breached or due to...

0

⋮

Cases not updated in >...

11

⋮

🕒 Case tasks

0

⋮

🕒 Unassigned cases

0

⋮

Cases

Track your active cases and the cases your team is working on.

My active cases 12

Last refreshed 8m ago

🔄

Number	Short description	Account	Priority	State	Updated ▾
INVCS0001037	Inv dispute	Flash Telecom	● 4 - Low	Draft	2025-04-08 02:46:03
INVCS0001015	high bill	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:59:04
INVCS0001001	High invoice dispute	Flash Telecom	● 4 - Low	Draft	2025-04-03 00:40:55
INVCS0001014		Flash Telecom	● 4 - Low	Draft	2025-04-01 05:04:32

INVCS0001037 - Help ... + 🔄 27

- Amount: \$0.5
- Service Name: International Calls to Asia
- Description: International Calls to Asia (6.56 minutes @ \$1.79)
- Amount: \$11.75

View less

4 minutes ago

🌟

The high amount line item from the current invoice is 'International Roaming Calls from EU'. This could have caused the high bill amount.

3 minutes ago

🌟

Based on your current plan, here are some recommended options:

- Business Mobility Premium (incl. Int. Roaming): Upsell offer to include international roaming

Are you satisfied with the recommended plans?

1 minute ago

yes

Finding the best way to help ...

Aria Billie Connect™

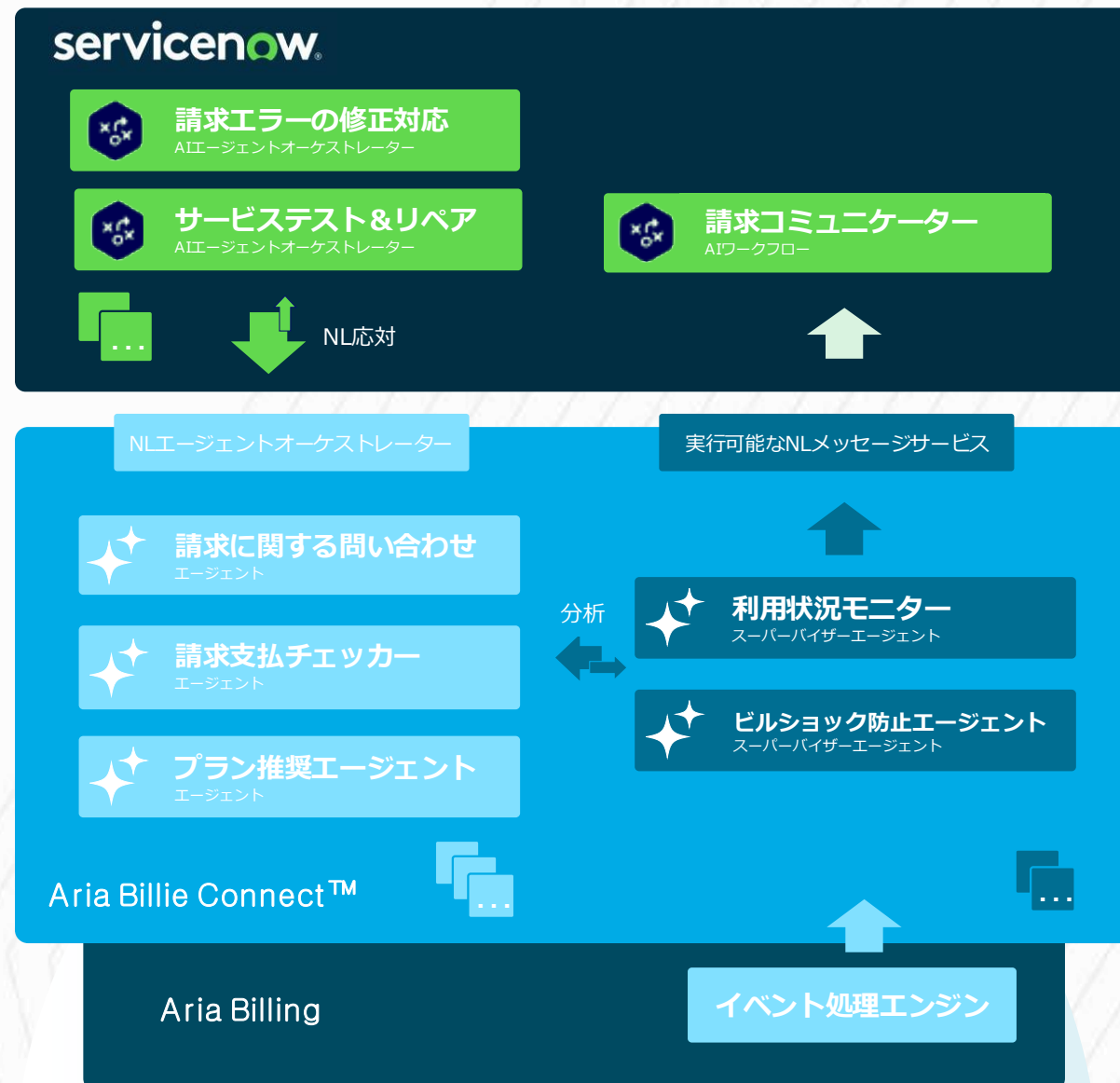
マルチエージェントAIフレームワーク

NL（自然言語）エージェント間の相互運用性

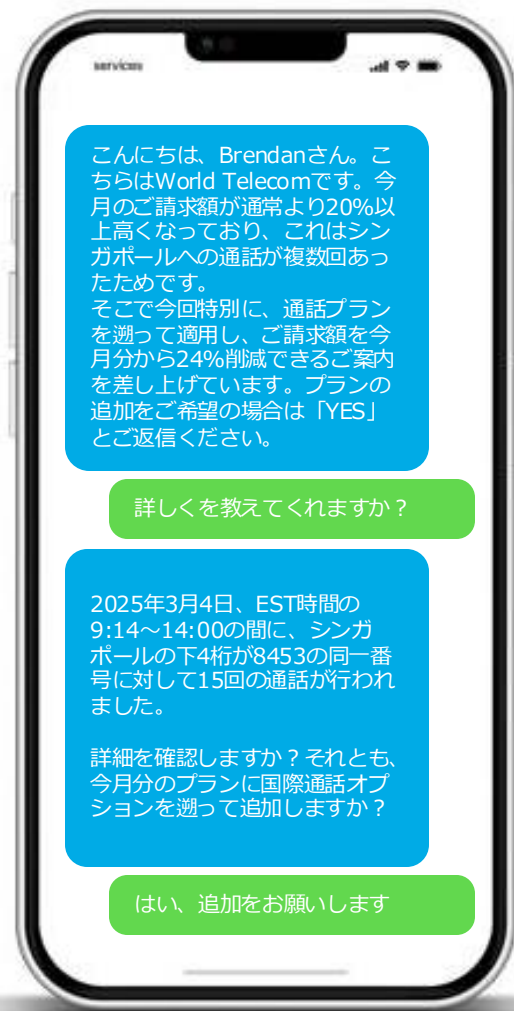
- ◆ 請求処理の複雑さをNow Assistから切り離し、抽象化
- ◆ 自然言語で処理可能なインサイトを返却
- ◆ 極めて短期間で運用開始が可能

プロアクティブなエージェント主導の自動化

- ◆ ServiceNowに対して自然言語で実行可能なメッセージを自動生成
- ◆ 適切なタイミングでユーザーに介入・提案
- ◆ サービス品質の面で競合を大きくリード



ServiceNow + Aria 「ビルショック防止」 エージェント



すべての顧客のパーソナライズされたリテンション価値に基づき、非常に**プロアクティブ**かつ**遡及的**なオファーを提供します。

自然言語での返答は、柔軟に**あらゆる**方向へ分岐します

AIが主導して**デジタルタッチでの自己完結型対応**（DTR）を推進し、従来の一次解決率（FCR）の考え方を見直します

プロアクティブエージェントは、2025年Catalystで以下の企業により推進されました：



Over
25%

コールセンターコストの最適化

Up to
70%

問合せ件数の削減

Over
30%

解約率の低下

Over
20pts

CSATスコアの向上（顧客満足度）



About Aria



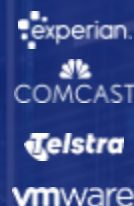
Aria Billing Cloud

エンタープライズ向けNo.1 SaaS請求自動化ソリューション

あらゆる業界に対応

通信
メディア
テクノロジー

利用状況やチャネル、セグメンテーション戦略
を通じた複雑な成長モデルへの対応した設計



140億ドルの平均収益を管理する大規模
エンタープライズ対応



SalesforceとServiceNowとの連携による戦略的
プラットフォームパートナーシップ



Aria Billie

AIと最新クラウド技術を駆使した効率性
とスピードの向上



エンタープライズ請求管理の
トッププロバイダー

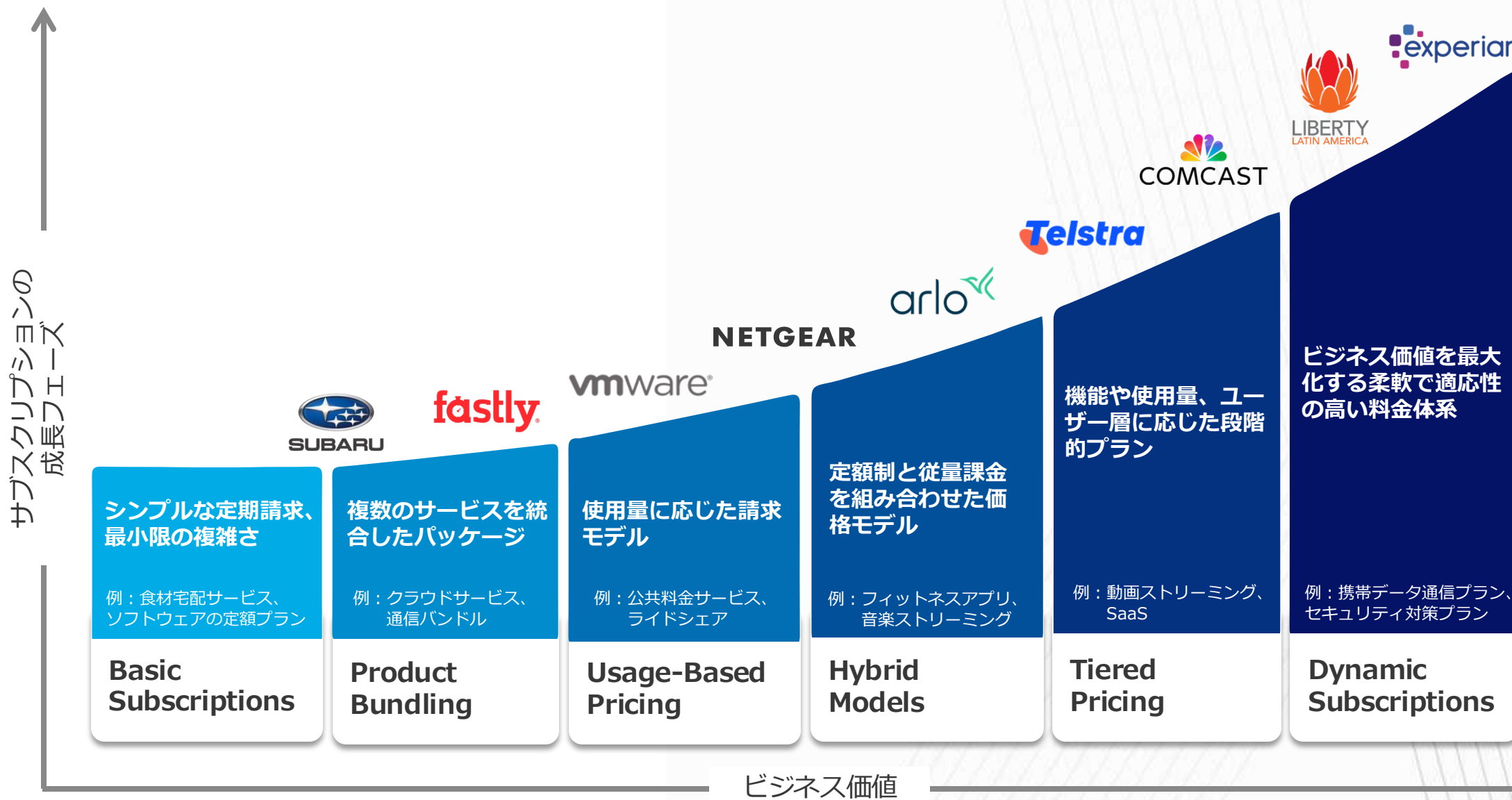


通信業界向けクラウド請求シス
テムの先駆者



法令順守と規格適応

スケールに応じた高度な請求管理の実現



Meet Aria Booth #4520

Aria Billing Studioを体験
AIソリューション設計について議論
ビジネス価値を評価

Aria Billing Cloud

ServiceNowで実現する
リードからロイヤルティまでの一元化



Lead to Cash to Care with Aria Billing Cloud Integration

Thank you

servicenow®